

NEWS RELEASE

Contact: Rose Arsenault
Phone: 506-461-1613
Email: rosea@nbnet.nb.ca

FOR IMMEDIATE RELEASE (*if released after Monday, January 13, please change tense when referring to ticket sales*)

PROFESSIONAL WOMEN'S TENNIS COMING TO FREDERICTON! MAJOR SPONSORS SECURED FOR 2020 INTERNATIONAL TENNIS FEDERATION WOMEN'S CHALLENGE EVENT

Official announcement made at the Abony Family Tennis Centre

Fredericton, New Brunswick (January 10, 2020) - In the lead up to the ITF Women's Challenger being hosted at the Abony Family Tennis Centre in Fredericton March 16 to 22, tournament director Rufus Nel is delighted to announce two major sponsors for the prestigious event: Graystone Brewing and Volvo Cars New Brunswick.

Attempting to infuse their craft beer with the spirit of adventure, Wes Ward dreamt up and developed Graystone Brewing. At the helm, he has created a culture of innovation while constantly striving for an original experience at his Fredericton brewery. Wards' passion for adventuring is paired with a love of an active lifestyle. Joining forces with the AFTC to bring a top-notch sporting event home is "such a natural fit and an exciting prospect," said Ward who has become a regular at the Abony Family Tennis Center. "On a professional level, we could not be more thrilled to lend our support to an event of such caliber. Personally, I'm looking forward to seeing some of the world's best athletes perform just feet away from me and I'm counting on picking up some tips. This is a big deal for Fredericton and we feel honoured to be a part of it," he beamed.

Volvo Cars New Brunswick, one of the top Volvo dealerships in all of Canada, is a New Brunswick Volvo retailer specializing in sales, service, parts and accessories. As a proud title sponsor, owner Dave O'Leary says, "It isn't very often that you are given the opportunity to be involved in an event that will not only help increase the overall popularity of a great sport like tennis in our province, but will also allow the City that I love and have lived in my entire life to host a prestigious event such as this. Fredericton is a world-class city and I am excited that Volvo Cars New Brunswick can play a part in helping it earn its rightful place as host on an international tennis stage."

Indeed, the popularity of the sport is increasing in large part due to the success of Canadian professional players such as Bianca Andreescu and, specific to Fredericton, due to the ability to play year-round at the Abony Family Tennis Centre. "Tennis has been growing steadily over the past eight years since the center opened, attracting many families to the sport", boasts Nel. "Bringing pro women's tennis to Fredericton will generate a new wave of people wanting to start tennis. Tennis is fast-becoming the sport of choice in Fredericton."

When asked about the significance of these partnerships, Nel was quick to respond. "Having two prominent local businesses as title sponsors is a salute to Fredericton as a city worthy of hosting an international series event of this stature". "Graystone, Volvo and the AFTC have similar values in regards to delivery of first-class service and building solid relationships in

the community”, continued Nel. “Together we will raise the bar, create a buzz, and have professional players lining up to play this particular venue”.

Grateful for the financial contributions of these generous donors, Nel added, “It will allow us to secure our commitment as host for three years and to serve up a high-calibre event and a first-class experience that will appeal to players and spectators alike”.

Tennis Canada championed the development of the Abony Family Tennis Centre as a model in Canada for the development of accessible, affordable and sustainable tennis infrastructure. The center was built with the vision of hosting world-class pro events.

“With its six courts, cushioned floors and high-standard lighting, it is well-equipped to host an event such as this,” elaborated Nel. “Therefore, sponsorship dollars will be put towards enhancing the players’ experience and helping elevate our fans’ enjoyment of the competitions.”

The Abony Family Tennis Centre welcomes professional tennis players to its courts March 16 to 22 as it plays host to the *Graystone ITF Challenger driven by VOLVO*. This will be the first time in its eight-year history that the facility plays host to such an event.

“With the help of the city and our resources, we are prepared to have more than 300 people watch the matches. Sitting courtside will provide an intimate atmosphere for spectators and players. Don’t miss out on your chance to see professional women’s tennis in Fredericton. Buy your tickets

early. We have designed a menu of ticket options to choose from,” added Nel.

Ticket sales for the *Graystone ITF Challenger driven by VOLVO* will go on sale on Monday, January 13, at 9:00 am AST.

Day tickets and weekly passes will be available online at <https://www.showpass.com/graystone-itf-challenger-driven-by-volvo>.

Tickets not sold online will be available for sale one hour before each session. There will be limited on-court bleacher seating. It is advisable to purchase tickets online in advance to avoid disappointment.

Ticket menu/pricing:

Day session \$10

Night session \$10

Individual weekly pass \$75

Couple's weekly pass \$100

Juniors under 12 free accompanied by an adult

Juniors 13 – 18 week-day sessions free. Evening and Saturday semi-finals and Sunday semi-finals \$5 each session.

A website is currently under construction as a place to house more information and future updates.

The Abony Family Tennis Center is the only fixed structure six-court indoor facility in the Atlantic provinces and as such is a regional center for tennis and a catalyst for the growth of tennis in this region of Canada. There are substantial benefits for not just the Capital Region but the province of New Brunswick as well.



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For more information, please contact:

Rufus Nel, Tournament Director

506-457-2346

506-262-8565

rnel@abonytennis.ca